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The Tourism Monographs

N° 5, June 1996

Metropolitan Toronto's Travel Markets - 1994



INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.
2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

Place of Residence		
Length of Stay	Ontario	All Other Provinces
Same Day	40 kms one-way	80 kms one-way
Overnight	No minimum distance	No minimum distance

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.
2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.
3. Ontario does a number of imputations for missing values.
4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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TABLE OF CONTENTS

Introduction	i
An Overview of Metropolitan Toronto's Tourism Markets - 1994.....	1
A. Domestic Travel to Toronto	1
B. U.S.A. Travel to Toronto.....	4
C. Overseas Travel to Toronto	5
Glossary	A-1
Appendix I: Detailed Tabulations	

List Of Tables

100-04788/

- Table 1 Person Trips/Visits to Toronto
By Quarter, Main Purpose, Origin and
Length of Stay
- Table 2 Person Trips/Visits to Toronto
By Origin, Main Purpose, Length of Stay and
Party Size
- Table 3 Person Trips/Visits to Toronto
By Origin, Distance Travelled and
Transportation Mode
- Table 4 Person Trips/Visits to Toronto
Activities Visitors Participated In During
Their Trip, by Origin
- Table 5 Person Trips/Visits to Toronto
Types of Accommodations Used (Overnight
Trips Only)
- Table 6 Household/Party Trips to Toronto
Household Income of Visitors
- Table 7 Person Trips/Visits to Toronto
Respondent's Age
- Table 8 Household Trips/Party Visits to Toronto
Employment Status, Education and
Respondent's Gender
- Table 9 Person Trips/Visits to Toronto
Origin of Trip - All Jurisdictions, Specific
CMAs Across Canada, Bordering U.S. States
and Overseas Countries
- Table 10 Tourism Expenditures in Toronto
By Ontario Residents, By Item of Expenditure
- Table 11 Tourism Expenditures in Toronto
By Other Canadian Residents, By Item of
Expenditure
- Table 12 Tourism Expenditures in Toronto
By U.S. Residents, By Item of Expenditure
- Table 13 Tourism Expenditures in Toronto
By Overseas Residents, By Item of
Expenditure
- Table 14 Tourism Expenditures in Toronto
Visitors of all Origins, By Item of
Expenditure

AN OVERVIEW OF TORONTO'S TOURISM MARKETS - 1994

A. Domestic Travel to Toronto

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 17% (13.8 million) had Toronto as their main destination.

Toronto received 16.5% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home, and was the main destination for 27.3% of travellers who visited Ontario from other Canadian provinces.

The automobile was the primary mode of transport for trips with a Toronto destination (92.3%), primarily because this is the main mode of transportation used by Ontario residents to travel around the province. The prominence of the automobile declined significantly among the travellers from other Canadian provinces (35.8%), while the proportion using airplanes increased substantially (53.4% for other Canadians vs. 2.1% for Ontario residents).

Ontario residents were the primary source of domestic travel in Toronto. Of all domestic person trips to Toronto, 91.6% originated within the province and 8.4% in the rest of Canada. However, Ontario's prominence as a source of domestic travel for Toronto declined somewhat in the overnight market segment. Of trips that originated in Ontario and were destined for Toronto, 28% were overnight trips and 72% began and ended on the same day; compared to visitors from other provinces where 89% of all trips were overnight trips while 11% ended on the same day.

Travel in Toronto was relatively unchanged throughout the year, with summer (27.7%) and winter (26.9%) being slightly stronger than the other seasons (spring, 22.3%; autumn, 23.1%).

Most of the domestic person trips with a Toronto destination were motivated by an interest in visiting their friends or relatives (VFR, 36.4%). Pleasure trips accounted for 29.9%, business trips for 20.3% and trips that were motivated by personal reasons accounted for 13.4%.

Ontario residents generated 93.7% of all pleasure trips, 93.2% of all VFR trips and 81.7% of all business trips to Toronto. As chart 1 below illustrates, Ontario's prominence as a source of person trips somewhat declined in the overnight markets.

Chart 1: Toronto Destination
Percent of Overnight Trips Generated
By Various Origin Groups

Origin	Main Purpose of Trip			
	Pleasure	Business	VFR	Personal
Total				
Canada	27%	25%	36%	11%
Ontario	81%	65%	80%	93%
Other				
Canada	19%	35%	20%	7%

Overall, a typical domestic visitor that had a Toronto destination stayed 0.92 night, travelled 257.5 kms one-way away from home and did so in groups that had an average household party size of 1.48 persons. On the other hand, the typical overnight visitor stayed 2.78 nights, travelled 534 kms one-way away from home and did so in groups that had an average party size of 1.41 persons.

Among Ontario residents, typical visitors to Toronto stayed 0.64 night, travelled 156 kms one-way away from home and did so in groups that had an average household party size of 1.50 persons; while the typical overnight visitor stayed for 2.28 nights, travelled 268 kms one-way away from home and did so in groups that had an average party size of 1.44 persons.

For residents from other Canadian provinces, typical visitors stayed for 4.09 nights, travelled 1,365 kms one-way away from home and did so in groups that had an average household party size of 1.29 persons. These averages were similar for overnight visitors who typically stayed for 4.61 nights, travelled 1,455 kms one-way away from home and did so in groups that had an average party size of 1.31 persons.

The majority of same-day domestic visitors to Toronto came from within the Toronto CMA (25.4%), followed by Kitchener-Waterloo (12.0%). In the overnight market, Ottawa-Hull (9.9%), Montreal (9.5%) and London (9.1%) generated the largest number of visitors to Toronto, as far as specific cities are concerned. These same three cities also accounted for the largest share of the overnight business travel market (Montreal - 14.4%, Ottawa-Hull - 14.1%, and London - 11.7%).

Of the total domestic travelling households that had Toronto as their destination, 88.4% were comprised of adults only. Almost 1.8 million children under the age of 15 accompanied adults in the remaining 12.6% of household trips to Toronto.

Visitors from Ontario had a high proportion of adults only households (87.8%), while for similar households travelling from the rest of Canada this proportion was slightly higher (94.3%).

Of households travelling to Toronto, 28.5% had a household income of over \$60,000. Two-fifths (40.6%) had an age between 25 to 44, and 24.0% between 45 to 64. Travellers to Toronto were well-educated with 53.7% possessing at least a post-secondary diploma/certificate or a university degree. More than half of the visitors (50.5%) from outside Ontario had at least a university degree.

The homes of friends and/or relatives accounted for 48.4% of the domestic household nights spent in Toronto, followed by Hotels (34.7%), Motels (7.2%), Multiple Mixed Commercial and Non-commercial (2.5%), Private Cottages (1.5%), Camping/Trailers (1.3%) and Bed & Breakfasts (0.3%). Over two-fifths (43.7%) of all domestic overnight trips that had Toronto as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Toronto engaged in while on their trip were: visiting friends and relatives (51.5%), shopping (27.1%), dining at high quality restaurants (14.4%) and sightseeing (14.2%). It is noted that compared to Ontario residents, non-Ontario residents had significantly higher participation rates in many activities. For example (non-Ontario residents first), sightseeing (34.7% vs. 10.3%), shopping (33.9% vs. 26.5%), dining at high quality restaurants (35.0% vs. 12.5%) and outdoor activities (22.8% vs. 6.6%).

Canadian residents engaging in tourism activity spent a total of \$1.53 billion in Toronto. Of this, \$1.19 billion (78%) was spent by residents of Ontario, and \$0.34 billion (22%) by residents from the rest of Canada. \$0.46 billion (29% of total spending) was spent by

Torontonians while travelling to destinations outside Metropolitan Toronto.

On average, visitors who had Toronto as a destination (i.e. it excludes Torontonians destined to regions outside Metropolitan Toronto) spent \$31 on a same day visit to the city, while overnight visitors spent \$176.

When compared to average expenditure for domestic tourists in Ontario, same-day visitors spent less (\$31 in Toronto vs. \$60 in Ontario) and overnight visitors spent more (\$176 in Toronto vs. \$105 in Ontario) in Toronto than the provincial average.

Of the total domestic expenditures incurred in Toronto (\$1.53 billion), 23% went to public transportation (most of which was spent by Torontonians for vacations outside Toronto), 12% to private transportation (2% - vehicle rental, 10% - garages and gasoline stations), 26% to food and beverage services (22.5% - restaurants and bars, 3.5% - grocery stores), 14% to clothing and other retail stores, 16% to accommodation establishments, 7% to firms engaged in entertainment and recreation, and 1% to local transportation.

When the public transportation expenditures of Torontonians travelling to destinations outside Toronto are removed, the share of public transportation falls from 23% to less than 1% and the share of restaurant & bar expenditures increases from 22.5% to 31.5%, and of accommodation establishments from 16% to 23%, making these sub-sectors the two largest recipients of in-bound tourists' expenditures.

Ontario residents spent an average \$60 (per visitor) when visiting Toronto, which is substantially less than non-Ontario residents, who spent \$291 (per visitor). It should be noted that expenditures on public transportation for trips originating outside Ontario do not accrue to the province and as such the above figures do not represent average trip costs, but rather average spending accrued to Toronto.

Among same-day travellers, an Ontario resident spent \$30, and a non-Ontario resident \$45 while visiting Toronto. For overnight travellers in Toronto, Ontario residents spent on average \$134 per trip, while a visitor from the other Canadian provinces spent \$323.

Chart 2: Trips With A Toronto Destination:
Average Spending Per Visitor
By Origin, Main Purpose & Length

Main Purpose	Origin of Visitors		
	Total Canada	Ontario	Other Canada
Pleasure			
Same Day	\$49	\$48	\$106
Overnight	\$170	\$145	\$196
Business			
Same Day	\$34	\$34	\$34
Overnight	\$324	\$237	\$483
VFR			
Same Day	\$17	\$17	\$n/a*
Overnight	\$105	\$84	\$185
Personal			
Same Day	\$22	\$22	\$n/a*
Overnight	\$89	\$86	\$121

*-Number of visitors too small to estimate average expenditure

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller, followed by the overnight pleasure traveller.

Overall, the further the distance travelled, the higher the visitors' expenditures. This is primarily due to the longer length of stay and the higher incidence of commercial accommodation usage by long-haul travellers (see Chart 3 below).

**Chart 3: Trips With A Toronto Destination:
Incidence of Accommodation Usage,
Length of Stay & Distance Travelled by
Origin of Visitors**

Origin of Visitors	Average Length of Stay (nights)	% of Visitors Staying in Commercial Accommod.	Average Distance Travelled (kms)
Total Canada	0.92	43.7%	257
Ontario	0.64	42.0%	156
Other Canada	4.09	49.8%	1,365

B. U.S.A. Travel to Toronto

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel¹.

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, 3.62 million visited Toronto. Of the Americans visiting Toronto, 42% (1.53 million) were same-day visitors, with the balance staying overnight (2.09 million)

In Ontario, Toronto attracts the largest number of overnight visitors from the U.S..

New York and Michigan generated the largest share of total visitation to Toronto (46.4% and 13.7%, respectively), followed by Ohio (6.8%) and Pennsylvania (4.4%).

Ontario's bordering states (New York and Michigan) generated the highest levels of same day travel to Toronto (68.6% and 25.0%, respectively, of the travellers from these states visited Toronto for a day-trip).

A typical American traveller visiting Toronto stayed 1.47 nights and did so in groups that had an average travelling party size of 2.01 persons. On the other hand, the typical overnight visitor stayed for 2.54 nights and did so in groups that had an average travelling party size of 1.96 persons.

The automobile was the dominant form of transportation used to visit Toronto (69.0% of the visitors), whereas "other" means and bus transportation accounted for 19.6% and 13.7%, respectively.

The highest incidence of travel was realized during the summer calendar quarter (37.2%), followed by spring (25.7%), winter (20.9%) and fall (16.2%).

Pleasure was the main purpose of the trip for 62.8% of the travellers, followed by business/conventions (20.0%) and personal reasons (9.1%).

Hotels accounted for 70.8% of the total U.S. party-nights spent in the Toronto, followed by the homes of friends and/or relatives (14.7%) and motels (8.6%). Commercial accommodation was used on five out of every six trips (83.7%) to the city.

Shopping was the most popular activity engaged in by U.S. visitors to Toronto (44.7%). To some degree, this could be a function of the favourable exchange rate enjoyed by the American dollar. The next most popular activities were: dining at high quality restaurants (36.8%), sightseeing (36.3%), attending cultural events (25.0%), nightlife/entertainment (17.5%), visiting friends or relatives (16.7%), visiting a zoo, museum or natural display (14.3%) and visiting either a natural, provincial, regional or historical site (12.2%)².

Of the travelling parties that visited Toronto, 91.7% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 8.3%. Most of travelling parties visiting Toronto had a party size of either one (45.3%) or two (34.4%) persons.

Of the American parties travelling to Toronto, 41.7% were within the age group 25 to 44, and 32.0% between 45 to 64. Visitors over the age of 65 comprised 12.9% of all U.S. travellers visiting Toronto.

Americans spent a total of \$2,795 million in Ontario, of which 32% (\$886.7 million) was spent in Toronto. Spending on trips which had Ontario as the main destination totalled \$874.2 million and on those with a Toronto visit, but main destination outside Ontario, or no main destination in Canada, \$12.5 million. Expenditures by same-day visitors accounted for 15.1% (\$133.6 million) of total expenditure.

Of the total U.S. expenditure in Toronto (\$886.7 million), 32.1% was spent on accommodation, 24.8% on food and beverage services, 13.1% on retail purchases, 12.6% on recreation and entertainment, 6.5% on public transportation and 6.6% on auto transportation (gasoline, garage and rental).

Business/convention trips accounted for the highest proportion of total U.S. overnight spending in Toronto (44.1%), followed by pleasure (41.9%), visiting friends and/or relatives (8.7%) and other purposes (5.3%).

Those Americans visiting Toronto for one day or less had an average expenditure of \$87 per person visit, whereas those who stayed overnight spent \$354 per person visit. The overall average (any length of stay) was \$245 per person visit.

When compared to average expenditure for U.S. tourists in Ontario, same-day (\$87 in Toronto vs. \$46 in Ontario) and overnight

visitors (\$354 in Toronto vs. \$293 in Ontario) spent more in Toronto than the provincial average.

Visitors were asked to rate various aspects of their stay in Canada relative to United States. The largest proportion of travellers rated "value for money" as being better than back home. "Accommodation services", "variety of things to see and do", "hospitality of local people" and "transportation services" were rated as essentially the same as in the United States.

Chart 4: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	42.5%
Same	54.3%
Not as Good	3.2%
Accommodation Services	
Better	15.5%
Same	79.6%
Not as Good	3.0%
Hospitality of Local People	
Better	33.7%
Same	61.8%
Not as Good	4.5%
Value for Money	
Better	38.3%
Same	28.6%
Not as Good	33.1%
Variety of Things to See and Do	
Better	36.2%
Same	60.4%
Not as Good	3.4%

C. Overseas Travel to Toronto

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada³.

Of the 3.292 million overseas visitors to Canada, 2.183 million visited Ontario. Of the latter total, 58.3% (1.272 million) visited Toronto.

Of the total number of overseas visitors to Toronto, 11.9% stayed for one day and 88.1% stayed overnight. This ratio held for most overseas countries.

The United Kingdom generated the largest share of total overseas visitation to Toronto (0.231 million or 18.1%), followed by France (0.135 million or 10.6%), Japan (0.132 million or 10.3%) and Germany (0.129 million or 10.1%).

The summer calendar quarter realized the highest incidence of travel (46.2%) to Toronto, followed by spring (29.0%), fall (15.5%) and winter (9.3%).

Pleasure was the main purpose of the trip to Toronto for 49.1% of overseas travellers, followed by visiting friends and/or relatives (26.1%), business (20.5%) and all other purposes (4.2%).

Hotels accounted for the largest share of party-nights spent in Toronto (51.8%), followed by homes of friends and relatives (31.7%), motels (6.3%) and all other types of accommodation (10.2%). Among overseas visitors, 62.8% of the party-nights in Toronto were spent in commercial accommodation. In contrast to the American visitors, overseas travellers had a much lower level of commercial accommodation usage (25% less).

Sightseeing was the most popular activity engaged in by overseas visitors having the province as their main destination (81.2%), followed by shopping (81.0%), visiting friends and/or relatives (55.0%) and visiting either a provincial, national or municipal park or an historic site (52.8%)⁴. Overseas visitors had a much higher inclination than Americans to gravitate towards the outdoors experience,

along with static displays (i.e. zoos, museums, historical sites).

Of the overseas travelling parties that visited Toronto, 92.7% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 7.3%.

Among overseas travellers who visited Toronto, the preferred means of transportation was the automobile (67.1%), followed by the bus (37.1%), other means (25.8%) and air (20.9%).

Of parties travelling to Toronto, 40.1% were within the age group 25 to 44, and 35.3% between 45 to 64. Visitors over the age of 65 comprised 8.1% of all overseas travellers visiting Toronto.

Overseas visitors spent a total of \$688.85 million in Toronto. Spending on trips which had Ontario as their main destination totalled \$661.63 million and on those with a main destination outside Ontario or no main destination in Canada, \$27.2 million. Toronto's share of overseas tourism spending in Ontario (\$1,611 million) was 42.8%.

Overseas visitors who were on same day trips accounted for only 3.3% of the total spending and those who stayed overnight, 96.7%.

Of total overseas expenditures (\$688.85 million), the largest share (22.7%) was spent on retail purchases, followed by accommodation (22.6%), public transportation (18.4%), food and beverage services (17.3%), recreation and entertainment (8.3%) and auto transportation (gasoline, rental and repairs accounted for 6.1%).

Pleasure trips captured the highest share of total overseas overnight spending (35.9%), while business captured 33.8%, visiting friends and/or relatives 24.9% and all other purposes 5.4%.

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

Commercial accommodation: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

Non-Commercial accommodation: home of friends or relatives, private cottage or vacation home.

Other accommodation is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with other.

Any commercial accommodation is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of commercial accommodation listed are referred to as multiple commercial. Any commercial refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

Multiple mixed (commercial and non-commercial) is used to describe trips that utilise both commercial and non-commercial accommodation.

Any non-commercial accommodation is analogous to any commercial accommodation, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

ACTIVITIES ON TRIP. For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they participated in sports or outdoor activities they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location – city/town and province (Canada) or city/state (USA) or country (other countries) – volunteered by the respondent as the destination of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is furthest from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short

Overseas travellers visiting Toronto for one day or less had an average expenditure of \$145 per person trip, whereas those who stayed overnight averaged \$571. The overall average (any length of stay) was \$542 per person visit.

When compared to the average expenditures of overseas tourists in Ontario, same-day (\$145 in Toronto vs. \$226 in Ontario) and overnight visitors (\$571 in Toronto vs. \$846 in Ontario) spent less in Toronto than the provincial average.

The average length of stay of all overseas visitors to Toronto was 4.93 nights. For those visitors who stayed overnight, the average length of stay was 5.60 nights.

Overnight business trips yielded the highest average expenditures (\$827 per person trip). Of special interest is the average spending on VFR trips (\$479), which was higher than that for pleasure trips (\$367) for all countries. This was mainly due to the well above average length of stay of overnight VFR trips.

Visitors were asked to rate various aspects of their trip experience relative to that in their home countries. All visitors rated "transportation services", "hospitality of local people", "value for money" and "variety of things to see & do" as being better in Canada than back home.

Chart 5: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services

<i>Better</i>	43.7%
<i>Same</i>	39.0%
<i>Not as Good</i>	17.3%

Accommodation Services

<i>Better</i>	40.2%
<i>Same</i>	55.6%
<i>Not as Good</i>	4.3%

Hospitality of Local People

<i>Better</i>	52.3%
<i>Same</i>	41.4%
<i>Not as Good</i>	6.3%

Value for Money

<i>Better</i>	50.7%
<i>Same</i>	33.8%
<i>Not as Good</i>	15.5%

Variety of Things to See and Do

<i>Better</i>	45.9%
<i>Same</i>	42.7%
<i>Not as Good</i>	11.4%

RESPONDENT. For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

TORONTO. Toronto includes Census Division 20, which consists on Metropolitan Toronto only. This definition is different from OTAP 4 which includes Census Divisions 20 and 21 (Peel County).

SAMPLE SIZE. The data presented in this report are based on the following respondents:

**SAMPLE SIZE FOR PERSON TRIPS/VISITS
AND HOUSEHOLD/PARTY TRIPS FOR EACH
TRAVEL GROUP TO TORONTO**

ONTARIO

Number of completed questionnaires with Toronto as a visit	2,378
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OTHER CANADA

Number of completed questionnaires with Toronto as a visit	787
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U.S.A.

Number of completed questionnaires with Toronto as a visit	5,383
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OVERSEAS

Number of completed questionnaires with Toronto as a visit	5,309
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version that is given only to the same day visitors from the US that enter Canada by car, and a long version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

HOUSEHOLD TRIP. A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

MODE OF TRANSPORT. In the CTS, it is the mode of transport used to travel the *greatest* distance on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could

have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PARTY TRIP. A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

PERSON NIGHTS. Total person trips times the number of nights spent on the trip/in a specified location on the trip.

PERSON TRIPS. The reported qualifying trip times the total number of household members who went on the trip (all ages).

PERSON VISIT. A person making one visit to a municipality.

PURPOSE OF TRIP (MAIN). Under the ITS, the main reasons for the trip to Canada include the following categories:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.

Business: includes attending a meeting, convention, commuting to work and other work.

Visiting Friends and Relatives: includes visiting friends and relatives.

Other: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

QUALIFYING TRIP. In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

Endnotes

- 1 Source: World Tourism Organization.
- 2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.
- 3 Source: World Tourism Organization.
- 4 Due to multiple responses, sub-totals do not add up to 100%.



Appendix I:

Detailed Tabulations

TABLE 1**PERSON TRIPS/VISITS TO TORONTO (Census Division 20)**By Quarter, Main Purpose, Origin and Length of Stay
('000)

Year: 1994

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
TOTAL PERSON TRIPS	4,584 24.5%	4,378 23.4%	5,755 30.8%	3,973 21.3%	18,690 100.0%
<u>ORIGIN OF VISITORS</u>					
Ontario	3,525 76.9%	2,791 63.8%	3,412 59.3%	2,916 73.4%	12,644 67.7%
Other Canada	185 4.0%	287 6.6%	409 7.1%	274 6.9%	1,155 6.2%
U.S.A.	755 16.5%	931 21.3%	1,346 23.4%	586 14.7%	3,619 19.4%
Other Countries	119 2.6%	369 8.4%	588 10.2%	197 5.0%	1,272 6.8%
<u>MAIN PURPOSE OF TRIP</u>					
Visit Friends & Relatives	1,500 32.7%	1,231 28.1%	1,637 28.4%	1,274 32.1%	5,642 30.2%
Pleasure	1,525 33.3%	1,676 38.3%	2,634 45.8%	1,183 29.8%	7,018 37.5%
Business/Convention	898 19.6%	962 22.0%	944 16.4%	986 24.8%	3,790 20.3%
Personal/Not Stated	659 14.4%	509 11.6%	538 9.3%	529 13.3%	2,235 12.0%
<u>LENGTH OF STAY</u>					
Same Day	3,079 67.2%	2,531 57.8%	3,151 54.8%	2,142 53.9%	10,903 58.3%
Overnight	1,505 32.8%	1,848 42.2%	2,602 45.2%	1,831 46.1%	7,786 41.7%

TABLE 2
PERSON TRIPS/VISITS TO TORONTO (Census Division 20)
 By Origin, Main Purpose, Length of Stay and Party Size

Year: 1994

	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
MAIN PURPOSE OF TRIP										
Visit Friends & Relatives	4,680	37.0%	340	29.4%	291	8.0%	332	26.1%	5,643	30.2%
Pleasure	3,860	30.5%	261	22.6%	2,274	62.8%	625	49.1%	7,020	37.6%
Business/Convention	2,293	18.1%	514	44.5%	722	20.0%	261	20.5%	3,790	20.3%
Personal	1,811	14.3%	40	3.5%	331	9.1%	54	4.2%	2,236	12.0%
TOTAL	12,644	100.0%	1,155	100.0%	3,619	100.0%	1,272	100.0%	18,690	100.0%
LENGTH OF STAY										
Same Day	9,094	71.9%	130	11.3%	1,526	42.2%	152	11.9%	10,902	58.3%
1 Night	1,677	13.2%	155	13.4%	689	19.0%	249	19.6%	2,766	14.8%
2 Nights	1,141	9.0%	260	22.5%	662	18.3%	256	20.1%	2,319	12.4%
3 Nights	300	2.4%	119	10.3%	363	10.0%	156	12.3%	938	5.0%
4 Nights	153	1.2%	117	10.1%	181	5.0%	75	5.9%	526	2.8%
5 Nights	100	0.8%	117	10.1%	103	2.8%	65	5.1%	385	2.1%
6-9 Nights	99	0.8%	168	14.5%	66	1.8%	137	10.8%	470	2.5%
10-16 Nights	80	0.6%	67	5.8%	17	0.5%	105	8.3%	269	1.4%
17+ Nights	5	0.0%	22	1.9%	11	0.3%	77	6.1%	115	0.6%
TOTAL	12,644	100.0%	1,155	100.0%	3,619	100.0%	1,272	100.0%	18,690	100.0%
Average Length of Stay										
All Trips	0.64 Nights		4.09 Nights		1.47 Nights		4.93 Nights		1.28 Nights	
Overnight Trips	2.28 Nights		4.61 Nights		2.54 Nights		5.60 Nights		3.07 Nights	
PARTY SIZE (Household/Party Trips)*										
One	5,658	67.2%	754	82.9%	815	45.3%	335	48.1%	7,562	63.9%
Two	1,832	21.7%	106	11.6%	619	34.4%	246	35.3%	2,803	23.7%
Three	531	6.3%	25	2.7%	139	7.7%	57	8.2%	752	6.4%
Four	304	3.6%	16	1.8%	137	7.6%	38	5.5%	495	4.2%
Five+	100	1.2%	9	1.0%	90	5.0%	20	2.9%	219	1.9%
TOTAL	8,424	100.0%	910	100.0%	1,800	100.0%	696	100.0%	11,830	100.0%
Same-day	5,966	70.8%	124	13.6%	731	40.6%	83	11.9%	6,904	58.4%
Overnight	2,458	29.2%	786	86.4%	1,069	59.4%	613	88.1%	4,926	41.6%
TRAVEL PARTY COMPOSITION (Household/Party Trips)*										
Adults Only										
One	5,658	76.5%	754	87.9%	509	47.0%	255	48.1%	7,176	72.7%
Two	1,601	21.6%	97	11.3%	432	39.9%	208	39.2%	2,338	23.7%
Three	105	1.4%	5	0.6%	64	5.9%	37	7.0%	211	2.1%
Four+	34	0.5%	2	0.2%	79	7.3%	30	5.7%	145	1.5%
TOTAL	7,398	100.0%	858	100.0%	1,083	100.0%	530	100.0%	9,869	100.0%
Same-day	5,194	70.2%	123	14.6%	207	19.1%	61	11.5%	5,587	56.6%
Overnight	2,204	29.8%	733	85.4%	876	80.9%	469	88.5%	4,282	43.4%
Adults with Children										
One + Children	436	42.5%	15	28.8%	19	19.4%	9	21.4%	479	39.3%
Two + Children	555	54.1%	33	63.3%	60	61.2%	22	52.4%	670	55.0%
Three + Children	36	3.5%	4	7.7%	19	19.4%	11	26.2%	70	5.7%
TOTAL	1,026	100.0%	52	100.0%	98	100.0%	42	100.0%	1,218	100.0%
Same-day	773	75.3%	0	-	8	8.2%	4	9.5%	785	64.4%
Overnight	253	24.7%	52	100.0%	90	91.8%	38	90.5%	433	35.6%
Average Party Size										
All Trips	1.30 Visitors		1.29 Visitors		2.01 Visitors		1.83 Visitors		1.58 Visitors	
Same Day Trips	1.52 Visitors		1.03 Visitors		2.08 Visitors		1.81 Visitors		1.57 Visitors	
Overnight Trips	1.44 Visitors		1.31 Visitors		1.96 Visitors		1.83 Visitors		1.58 Visitors	

* Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.

TABLE 3
PERSON TRIPS/VISITS TO TORONTO (Census Division 20)
By Origin, Distance Travelled and Transportation Mode

Year: 1994

	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
<u>DISTANCE TRAVELLED</u>										
Under 40 kms	44	0.3%	-	-	N/A	-	N/A	-	44	0.3%
40-79 kms	3,414	27.0%	-	-	N/A	-	N/A	-	3,414	24.7%
80-159 kms	5,088	40.2%	2	0.2%	N/A	-	N/A	-	5,090	36.9%
160-319 kms	2,659	21.0%	48	4.2%	N/A	-	N/A	-	2,707	19.6%
320+ kms	1,439	11.4%	1,105	95.7%	N/A	-	N/A	-	2,544	18.4%
Not Stated	-	-	-	-	N/A	-	N/A	-	0	-
TOTAL	12,644	100.0%	1,155	100.0%	0	-	0	-	13,799	100.0%
Average Distance Travelled										
All Trips	156.3 kms		1,365.3 kms		N/A kms		N/A kms		257.5 kms	
Same Day	112.8 kms		652.0 kms		N/A kms		N/A kms		120.4 kms	
Overnight	267.8 kms		1,455.1 kms		N/A kms		N/A kms		533.8 kms	
<u>PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA</u>										
Auto	11,676	92.3%	413	35.8%	2,496	69.0%	853	67.1%	15,438	75.4%
Air	265	2.1%	617	53.4%	81	2.2%	266	20.9%	1,229	6.0%
Bus	455	3.6%	21	1.8%	497	13.7%	472	37.1%	1,445	7.1%
Rail	197	1.6%	98	8.5%	216	6.0%	176	13.8%	687	3.4%
Boat	-	-	-	-	76	2.1%	132	10.4%	208	1.0%
Other	-	-	5	0.4%	710	19.6%	328	25.8%	1,043	5.1%
Not Stated	51	0.4%	1	0.1%	305	8.4%	55	4.3%	412	2.0%
TOTAL	12,644	100.0%	1,155	100.0%	3,619	100.0%	1,272	100.0%	20,462	100.0%

N/A - Question not asked.

TABLE 4
PERSON TRIPS/VISITS TO TORONTO (Census Division 20)
Activities Visitors Participated In During Their Trip*, By Origin

Year: 1994

Activity	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips	12,644	161.2%	1,155	266.6%	3,619	232.3%	1,272	471.6%	18,690	202.6%
Visit Friends or Relatives	6,534	51.7%	571	49.4%	582	16.1%	700	55.0%	8,387	44.9%
Attend Festival/Fair/Exhibition	609	4.8%	132	11.4%	166	4.6%	169	13.3%	1,076	5.8%
Attend Cultural Events	746	5.9%	72	6.2%	903	25.0%	208	16.4%	1,929	10.3%
Attend Sports Events	737	5.8%	93	8.1%	166	4.6%	121	9.5%	1,117	6.0%
Shopping	3,353	26.5%	391	33.9%	1,618	44.7%	1,030	81.0%	6,392	34.2%
Sightseeing	1,302	10.3%	401	34.7%	1,312	36.3%	1,033	81.2%	4,048	21.7%
Nightlife/Entertainment	1,172	9.3%	187	16.2%	633	17.5%	299	23.5%	2,291	12.3%
Dining at High Quality Restaurants	1,581	12.5%	404	35.0%	1,352	36.8%	572	45.0%	3,889	20.8%
Visiting a Theme Park	268	2.1%	68	5.9%	139	3.8%	239	18.8%	714	3.8%
Visit Zoo/Museum/ Natural Display	574	4.5%	164	14.2%	516	14.3%	570	44.8%	1,824	9.8%
Visit a National/Provincial/ Municipal Park/Historic Site	159	1.3%	112	9.7%	443	12.2%	671	52.8%	1,385	7.4%
Participate in Sports/ Outdoor Activities	838	6.6%	263	22.8%	304	8.4%	305	24.0%	1,710	9.1%
Swimming	195	1.5%	108	9.4%	187	5.2%	195	15.3%	685	3.7%
Other Water Sports	24	0.2%	17	1.5%	51	1.4%	54	4.2%	146	0.8%
Golfing	52	0.4%	6	0.5%	N/A	-	N/A	-	58	0.3%
Hunting or Fishing	4	0.0%	9	0.8%	39	1.1%	34	2.7%	86	0.5%
Cross-Country Skiing	-	-	1	0.1%	3	0.1%	6	0.5%	10	0.1%
Down Hill Skiing	10	0.1%	2	0.2%	8	0.2%	21	1.7%	41	0.2%
Other Sports/Outdoor Activities	711	5.6%	175	15.2%	115	3.2%	109	8.6%	1,110	5.9%
Other	-	0.0%	-	0.0%	99	2.7%	40	3.1%	139	0.7%
None of the Above	2,505	19.8%	221	19.1%	195	5.4%	42	3.3%	2,963	15.9%

* - Percentages do not add up to 100% because a person can participate in more than one activity

TABLE 5
PERSON TRIPS/VISITS TO TORONTO (Census Division 20)
Types of Accommodation Used (Overnight Trips Only)

Year: 1994

Accommodation Type*	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	3,550	100.0%	1,025	99.9%	2,099	101.1%	1,123	105.4%	7,797	101.1%
Only Hotel	1,143	32.2%	444	43.3%	1,487	70.8%	582	51.8%	3,656	46.9%
Only Motel	302	8.5%	25	2.4%	181	8.6%	71	6.3%	579	7.4%
Only Bed & Breakfast	10	0.3%	2	0.2%	-	-	-	-	12	0.2%
Only Resort or Lodge	7	0.2%	-	-	-	-	-	-	7	0.1%
Only Camping or Trailer Park	24	0.7%	33	3.2%	3	0.1%	12	1.1%	72	0.9%
Only Home of Friend Or Relative	1,816	51.2%	399	38.9%	308	14.7%	356	31.7%	2,879	36.9%
Only Private Cottage Or Vacation Home	59	1.7%	10	1.0%	1	0.0%	-	-	70	0.9%
Only Commercial Cottage Or Cabin	-	-	-	-	3	0.1%	5	0.4%	8	0.1%
Only Other Accommodation	61	1.7%	14	1.4%	-	-	-	-	75	1.0%
Multiple Commercial Only	6	0.2%	4	0.4%	2	0.1%	5	0.4%	17	0.2%
Multiple Non-Commercial Only	-	-	-	-	1	0.0%	2	0.2%	3	0.0%
Multiple Mixed Only - Commercial & Non-Commercial	45	1.3%	69	6.7%	12	0.6%	21	1.9%	147	1.9%
Commercial Unspecified	-	-	-	-	83	4.0%	37	3.3%	120	1.5%
Non-Commercial Unspecified	-	-	-	-	22	1.0%	30	2.7%	52	0.7%
Not Stated/Other	77	2.2%	24	2.3%	20	1.0%	63	5.6%	184	2.4%
ANY COMMERCIAL	1,491	42.0%	510	49.8%	1,757	83.7%	705	62.8%	4,463	57.2%
ANY NON-COMMERCIAL	1,875	52.8%	409	39.9%	331	15.8%	386	34.4%	3,001	38.3%

* - "Only" in each category applies to Ontario and Other Canada only.

TABLE 6
HOUSEHOLD/PARTY TRIPS TO TORONTO (Census Division 20)
Household Income of Visitors (000's)

Year: 1994

Income Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Household Trips	8,424	100.0%	910	99.9%	-	-	-	-	9,334	100.0%
Under \$20,000	513	6.1%	49	5.4%	N/A	-	N/A	-	562	6.0%
\$20,000-\$39,999	1,382	16.4%	139	15.3%	N/A	-	N/A	-	1,521	16.3%
\$40,000-\$59,999	1,746	20.7%	222	24.4%	N/A	-	N/A	-	1,968	21.1%
\$60,000-\$79,999	1,190	14.1%	173	19.0%	N/A	-	N/A	-	1,363	14.6%
\$80,000 and over	1,128	13.4%	167	18.4%	N/A	-	N/A	-	1,295	13.9%
Not Stated	2,465	29.3%	159	17.5%	N/A	-	N/A	-	2,624	28.1%
Under \$20,000	513	6.1%	49	5.4%	N/A	-	N/A	-	562	6.0%
\$20,000-\$59,999	3,128	37.1%	361	39.7%	N/A	-	N/A	-	3,489	37.4%
\$60,000 and over	2,318	27.5%	340	37.4%	N/A	-	N/A	-	2,658	28.5%

N/A - Question not asked.

TABLE 7
PERSON TRIPS/VISITS TO TORONTO (Census Division 20)
 Resident's Age (000's)

Year: 1994

Age Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	12,644	100.0%	1,155	100.0%	3,619	100.0%	1,272	100.0%	18,690	100.0%
Question Not Asked		-		-	1,052	29.1%		-	1,052	5.6%
Not Stated		-		-	284	7.8%	191	15.0%	475	2.5%
% Based on Total Responding										
Under 15	1,664	13.2%	93	8.1%	162	7.1%	62	5.7%	1,981	11.3%
15-19 Years	918	7.3%	41	3.6%	53	2.3%	36	3.3%	1,048	6.1%
20-24 Years	1,136	9.0%	50	4.3%	91	4.0%	81	7.5%	1,358	7.9%
25-34 Years	2,328	18.4%	250	21.7%	386	16.9%	240	22.2%	3,204	18.7%
35-44 Years	2,773	21.9%	256	22.2%	566	24.8%	194	17.9%	3,789	22.1%
45-54 Years	2,029	16.0%	241	20.9%	430	18.9%	219	20.3%	2,919	17.0%
55-64 Years	895	7.1%	147	12.7%	298	13.1%	162	15.0%	1,502	8.8%
65-69 Years	510	4.0%	43	3.7%		-		-	553	3.2%
65-74 Years		-		-	224	9.8%	72	6.7%	296	1.7%
70 or over	391	3.1%	33	2.9%		-		-	424	2.5%
75 or over		-		-	70	3.1%	15	1.4%	85	0.5%
TOTAL RESPONDING	12,644	100.0%	1,154	100.0%	2,280	100.0%	1,081	100.0%	17,159	100.0%

TABLE 8
HOUSEHOLD TRIPS/PERSON VISITS TO TORONTO (Census Division 20)
 Employment Status, Education and Respondent's Gender (000's)
 Year: 1994

Classification	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Respondents	8,424	100.0%	910	100.0%	2,118	100.0%	1,020	100.0%	12,472	100.0%
EMPLOYMENT STATUS										
Employed	6,019	71.5%	775	85.2%	N/A	-	N/A	-	6,794	54.5%
Unemployed	507	6.0%	18	2.0%	N/A	-	N/A	-	525	4.2%
Not in Labour Force	1,898	22.5%	116	12.7%	N/A	-	N/A	-	2,014	16.1%
55-64	230	3.0%	16	1.8%	N/A	-	N/A	-	266	2.1%
65+	562	6.7%	49	5.4%	N/A	-	N/A	-	611	4.9%
EDUCATION										
0-8 years of Schooling	170	2.0%	33	3.6%	N/A	-	N/A	-	203	1.6%
Some Secondary	1,082	12.8%	63	6.9%	N/A	-	N/A	-	1,145	9.2%
Graduated from High School	1,847	21.9%	131	14.4%	N/A	-	N/A	-	1,978	15.9%
Some Post-Secondary	935	11.1%	56	6.2%	N/A	-	N/A	-	991	7.9%
Post-Secondary Certificate	2,272	27.0%	168	18.5%	N/A	-	N/A	-	2,440	19.6%
University Degree	2,117	25.1%	460	50.5%	N/A	-	N/A	-	2,577	20.7%
RESPONDENT'S GENDER										
Male - Over 15 years	4,589	54.5%	503	55.3%	1,038	49.0%	537	52.6%	6,667	53.5%
Female - Over 15 years	3,835	45.5%	407	44.7%	1,080	51.0%	483	47.4%	5,805	46.5%

N/A - Question not asked.

TABLE 9 - PERSON TRIPS TO TORONTO (Census Division 20)
Origin of Trip - All Jurisdictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Sense-Day 000's	Overnight				Overnight - TOTAL 000's	Share
		Overnight - Pleasure 000's	Overnight - Business 000's	Overnight - Other 000's	Share		
TOTAL PERSON TRIPS/VISITS - All Origins	10,892	2,929	1,960	2,909	100.0%	7,798	100.0%
TOTAL PERSON TRIPS - Ontario	9,094	997	755	1,798	38.5%	3,550	45.5%
TOTAL PERSON TRIPS - Other Canada	130	239	413	373	21.1%	1,025	13.1%
Total Domestic Person Trips	9,224	1,236	1,168	2,171	59.6%	4,575	58.7%
TOTAL PERSON VISITS* - U.S.A.	1,519	1,146	562	392	28.7%	2,100	26.9%
TOTAL PERSON VISITS* - Overseas	149	547	230	346	11.7%	1,123	14.4%
Total International Person Visits	1,668	1,693	792	738	40.4%	3,223	41.3%
Person Trips from Specific Canadian CMA's							
St. John's		2	16	4	0.1%	22	0.3%
Halifax		3	29	5	0.1%	37	0.5%
Saint John		10	2	4	0.3%	16	0.2%
Quebec City		10	18	12	0.3%	40	0.5%
Sherrillville		2	3	1	0.1%	6	0.1%
Montreal	114	112	168	156	3.8%	436	5.6%
Hamilton	700	27	3	38	6.6%	68	0.9%
Kitchener/Waterloo	1,111	57	29	129	10.2%	215	2.8%
Oshawa	724	5	1	39	6.6%	45	0.6%
Ottawa-Hull	98	126	165	162	0.9%	453	5.8%
Ottawa (CD66)	94	116	155	153	0.9%	424	5.4%
Toronto (CMA)	2,343	109	37	213	21.5%	359	4.6%
Toronto (CD20)	12			37	0.1%	37	0.5%
St. Catharines/Niagara	439	42	7	68	4.0%	117	1.5%
Sudbury	16	57	35	43	0.1%	135	1.7%
Windsor	23	56	30	39	0.2%	125	1.6%
Thunder Bay	1	7	11	9	0.0%	27	0.3%
London	362	92	137	187	3.1%	416	5.3%
Windsor		15	3	22	0.5%	40	0.5%
Regina			1			1	0.0%
Saskatoon	2		4	3	0.0%	7	0.1%
Calgary		3	24	28	0.1%	55	0.7%
Edmonton			29	3	1.5%	32	0.4%
Vancouver			11	40	1.0%	71	0.9%
Victoria			7	6	0.4%	15	0.2%
Total							

TABLE 9 - PERSON TRIPS TO TORONTO (Census Division 20)
Origin of Trip - All Jurisdictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000's)

Year: 1994

Origin of Trip	Same-Day		Overnight				Total	
	000's	Share	Overnight - Pleasure	Overnight - Business	Overnight - Other	Overnight - TOTAL	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	10,892	100.0%	2,929	1,960	2,909	7,798	18,690	100.0%
TOTAL PERSON TRIPS - Ontario	9,094	83.5%	997	755	1,798	3,550	12,644	67.7%
TOTAL PERSON TRIPS - Other Canada	130	1.2%	239	413	373	1,025	1,155	6.2%
Total Domestic Person Trips	9,224	84.7%	1,236	1,168	2,171	4,575	13,799	73.8%
TOTAL PERSON VISITS* - U.S.A.	1,519	13.9%	1,146	562	392	2,100	3,619	19.4%
TOTAL PERSON VISITS* - Overseas	149	1.4%	547	230	346	1,123	1,272	6.8%
Total International Person Visits	1,668	15.3%	1,693	792	738	3,223	4,891	26.2%
New York	1,152	10.6%				527	1,679	9.0%
Michigan	124	1.1%				372	496	2.7%
Pennsylvania	27	0.2%				132	159	0.9%
Illinois	1	0.0%				24	24	0.1%
Other Border States	52	0.5%				324	376	2.0%
Excess Visits from Selected Overseas Jurisdictions (by Country)								
United Kingdom	27	0.2%				204	231	1.2%
France	15	0.1%				120	135	0.7%
Germany	24	0.2%				105	129	0.7%
Other Europe	23	0.2%				201	224	1.2%
Japan	7	0.1%				125	132	0.7%

TABLE 10

TOURISM EXPENDITURES IN TORONTO (Census Division 20)

By Ontario Residents, By Item of Expenditure

Year: 1994

	Public Transport ^a		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/Entertainment		Retail/Other		Total	
	\$000's	Share	\$000's	Share	\$000's	Share	\$000's	Share	\$000's	Share	\$000's	Share	\$000's	Share	\$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO TORONTO	355,767	100.0%	147,856	100.0%	9,406	100.0%	133,380	100.0%	289,426	100.0%	80,699	100.0%	172,687	100.0%	1,189,221	100.0%
EXPENDITURES IN TORONTO BY IN-COMING VISITORS (Total)	491	0.1%	67,320	45.5%	9,406	100.0%	133,380	100.0%	289,426	100.0%	80,699	100.0%	172,687	100.0%	753,408	63.4%
By Main Purpose & Length of Stay:																
Pleasure	491	0.1%	16,669	11.3%	2,478	26.3%	39,259	29.4%	102,939	35.6%	53,275	66.0%	67,004	38.8%	324,031	27.2%
Same Day	491	0.1%	15	0.0%	1,063	11.3%			57,102	19.7%	31,828	39.4%	47,286	27.4%	137,785	11.6%
Overnight			16,654	11.3%	1,415	15.0%	39,259	29.4%	45,837	15.8%	21,447	26.6%	19,718	11.4%	144,329	12.1%
Visit Friends & Relatives			21,955	14.8%	1,734	18.4%	4,413	3.3%	66,972	24.2%	16,049	19.9%	53,961	31.2%	168,083	14.1%
Same Day					579	6.2%			30,242	10.4%	6,178	7.7%	20,401	11.8%	57,400	4.8%
Overnight			21,955	14.8%	1,155	12.3%	4,413	3.3%	36,730	13.7%	9,871	12.2%	33,559	19.4%	110,683	9.3%
Business/Convention			18,388	12.4%	3,289	35.0%	83,232	62.4%	97,383	33.6%	7,997	9.9%	21,705	12.6%	232,196	19.5%
Same Day			315	0.2%	460	4.9%			44,346	15.3%	693	0.9%	7,150	4.1%	52,964	4.4%
Overnight			18,273	12.4%	2,829	30.1%	83,232	62.4%	53,039	18.3%	7,305	9.1%	14,555	8.4%	179,233	15.1%
Personal			10,109	6.8%	1,005	20.3%	6,477	4.9%	19,130	6.6%	3,378	4.2%	30,017	17.4%	71,015	6.0%
Same Day					1,170	12.4%			9,647	3.3%	1,390	1.7%	16,892	9.8%	29,099	2.4%
Overnight			10,109	6.8%	735	7.8%	6,477	4.9%	9,483	3.3%	1,988	2.5%	13,125	7.6%	41,917	3.5%
EXPENDITURES INCURRED IN TORONTO BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE TORONTO	355,276	99.9%	80,536	54.5%											435,812	36.6%

^a Most of the expenditures in this category are fares paid by local residents in Canadian air carriers for international travel.

TABLE 11
TOURISM EXPENDITURES IN TORONTO (Census Divisions 20)
 By Other Canadian Residents, By Item of Expenditure

Year: 1994

	Public Transport \$000's	Private Transport \$000's	Local Transport \$000's	Accommodation \$000's	Food & Beverage \$000's	Recreation/ Entertainment \$000's	Retail/Other \$000's	Total \$000's
TOTAL TOURISM EXPENDITURES ASSIGNED TO TORONTO								
		39,545	11,135	113,224	107,469	29,503	35,778	336,653
EXPENDITURES IN TORONTO BY IN-COMING VISITORS (Total)								
		39,545	11,135	113,224	107,469	29,503	35,778	336,653
By Main Purpose & Length of Stay:								
Pleasure								
Same Day		8,037	1,005	17,004	23,063	11,799	7,108	68,015
Overnight		8,037	1,005	17,004	21,360	11,469	6,810	65,685
Visit Friends & Relatives								
Same Day		11,664	686	3,552	20,615	7,660	17,865	62,042
Overnight		11,664	686	3,552	20,585	7,660	17,865	62,012
Business/Convention								
Same Day		18,829	9,420	92,298	62,240	9,789	9,306	201,883
Overnight		18,829	9,121	92,298	59,060	9,789	9,245	198,342
Personal								
Same Day		1,015	23	370	1,551	255	1,499	4,713
Overnight		1,015	23	370	1,542	255	1,499	4,704

